

Message Text

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64

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 COME-00 CIAE-00 DODE-00 INR-07

NSAE-00 PA-01 RSC-01 PRS-01 SP-02 SS-15 NSC-05 /050 W

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FM AMEMBASSY MEXICO

INFO SECSTATE WASHDC 5600

C O N F I D E N T I A L MEXICO 0076

USIAC

E.O. 11652: GDS

THE FOLLOWING MEXICO TELEGRAM ORIGINALLY TRANSMITTED ACTION
TO USIA 3 JAN 75 IS REPEATED FOR YOUR INFO

QTE

C O N F I D E N T I A L MEXICO 0076

E.O. 11652: GDS

REF: USIA 27031-C

FOR: ILA

REGARDING ILA QUESTIONS IN REFTTEL THE EPISODE AT EL HERALDO WAS
NOT UNIQUE. THE GOM RESORTS TO SUBTLE AND EFFECTIVE CONTROL OVER ALL
MASS MEDIA THROUGH SUCH METHODS AS LICENSING, CONTROL OF NEWSPRINT,
ISSUING OR DENIAL OF FINANCIAL LOANS, AND DIRECT SUBSIDIES TO
NEWSMEN. THESE DEVICES ENCOURAGE THE MEDIA TO GENERALLY SUPPORT ALL
ACTIONS OF THE GOM AND TO BE VERY CIRCUMSPECT ABOUT ANY CRITICISM OF
INDIVIDUALS OR POLICIES. PUBLISHERS, EDITORS, WRITERS, ETC. ARE ALL
VERY AWARE OF THESE POTENTIAL PRESSURES AND ACT WITH EXTREME CAUTION.
FOR MANY YEARS THE MEDIA HAS ACCEPTED THESE PRESSURES AND IS NOT LIKELY

TO SERIOUSLY CHALLENGE THE GOM. HOWEVER, POST DOES SEE THE EL HERALDO
INCIDENT AS BEING SIGNIFICANT BECAUSE IT APPEARS TO FORM PART OF A
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PATTERN. THE GOM NOW APPEARS TO BE TRYING TO LIMIT NON-MEXICAN

(PARTICULARLY US) INFLUENCE IN THE MEDIA AND TO INCREASE ITS OWN DIRECT ROLE.

USIS MEXICO CAN ONLY SPECULATE AS TO THE CAUSES BEHIND THE ZAPATA ALLEGATIONS. SOME POSSIBLE CAUSES MAY BE THE REACTION BY PRESIDENT ECHEVERRIA OR THOSE CLOSE TO HIM TO WHAT THEY SEE AS A LACK OF US SUPPORT FOR MAJOR MEXICAN INITIATIVES, E.G. THE CHARTER ON ECONOMIC RIGHTS AND DUTIES, THE ATTEMPT TO LIFT SANCTIONS AGAINST CUBA, THE NOW ABANDONED ATTEMPT TO NEGOTIATE A NEW BRACERO AGREEMENT. FURTHER THE CONTINUING PUBLICITY OF ALLEGED CIA INTERFERENCE IN THE INTERNAL POLITICS IN CHILE, THE U.S. AND THE HEMISPHERE HAS PROVIDED AN EXCUSE FOR CRITICS OF THE US, BOTH IN AND OUT OF THE GOM, TO WARN AGAINST ALL SO-CALLED INTERFERENCE.

ALTHOUGH THE POST CAN STILL PLACE MANY ARTICLES IN THE PRESS AS DOES THE US TRAVEL SERVICE, THE POST PLANS TO ISSUE AD HOC NEWS-LETTERS WHICH COVER THE FOUR MAJOR PROGRAM AREAS CONTAINED IN THE COUNTRY PLAN. THESE WILL BE MAILED DIRECTLY TO OUR PRIORITY AUDIENCES AND WILL BE ANOTHER CHANNEL FOR PROVIDING BACKGROUND MATERIAL TO KEY MEDIA PEOPLE, DECISION MAKERS AND SPECIALISTS.

POST WILL CONTINUE TO DISTRIBUTE IPS MATERIAL ON AN EXCLUSIVE BASIS AND BY GENERAL BULLETINS WHEN ITS IMPORTANCE TO US POLICY WARRANTS WIDE DISTRIBUTION. ELLINGTON UNQTE
ELLINGTON

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